

Dear Raley's Partners,

To provide the best possible experience for our customers, Raley's is partnering with Vestcom and requesting your help. Adding your new items to Vestcom's healthyAisles is free and easy.

Why Participate?

There are many benefits to submitting products through the healthyAisles direct source program.

- Improve the accuracy and breadth of product attributes which fuel Raley's push to provide better product transparency to guests
- Enrich guests' in-store and online navigation experience
- Better understand guest shopping behavior around key Health & Wellness product categories

This process with Vestcom is **free** of charge to all Raley's suppliers and allows you to easily submit your image files.

We thank you in advance for your timely support in this initiative.

Two Ways to Submit Images

Send product packaging artwork to the data collection team via a free file transfer site such as Dropbox, Microsoft One Drive, WeTransfer, Box, etc.

1. Upload files to a single folder, including the name of your company and date in the folder name
2. Share folder with hadc@vestcom.com

The data collection team will process the images shared to this inbox and alert retailers directly when new tags are available.

OR

Ship physical product or package flats for imaging:

SMSB Consulting Group
Attn: healthyAisles Project
740 Old Willets Path, Suite 100
Hauppauge New York, 11788

Please direct questions to the healthyAisles Data Collection inbox at hadc@vestcom.com.

The **healthyAisles**® Direct Source program allows manufacturers and retailers to include products in the **healthyAisles** database by submitting product packaging or artwork to the data collection team. There is no cost for participation.

Benefits to participation include:

- Increased product visibility
- Enhanced product coverage in-store
- Faster ad-hoc product attribution

To participate, please submit the printer PDF of the product label or images that depict all sides of a product packaging, including NFP, Ingredients, and UPC. Sell sheets or FOP marketing images alone will not be processed.